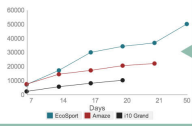


Small SUVs – Mega Successes – Everything in an Infographic

SMALL SUVs

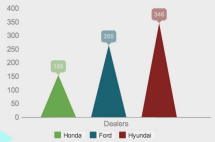
What makes them click?

EcoSport has clobbered the Amaze and i10 Grand



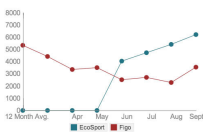
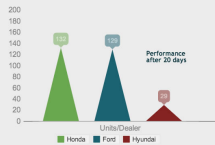
SALES PERFORMANCE
in terms of
INITIAL BOOKINGS

Even though Hyundai has significantly more dealers



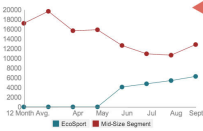
189

average number of EcoSports booked at each dealership in the first 30 days

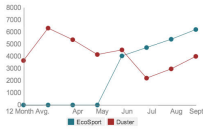


EcoSport destroyed everyone's party ...

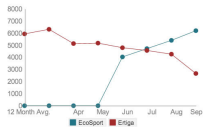
...including the Figo's



Mid-Size segment buyers flocked to the more practical SUV



Duster salvaged June due to backlog but by fell hard in July; Recovering again due to EcoSport's long waiting list



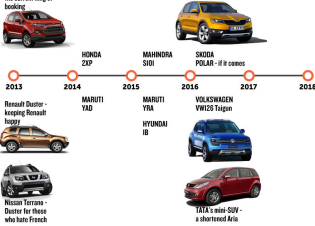
Ertiga survived for longer but collapsed post July

12 Month Avg Performance (units per month) since Mar 2013 - Feb 2014

Small Universe ... will grow big

Ford EcoSport - the current king of bookings

At least 10 products in the small SUV Market by 2017



Sales Forecast



For any queries regarding the forecast, please mail at quidfire@emmaa.com

The EMMAAA forecast for the small SUV segment is the brightest in the entire passenger vehicle segment

370,000
The number of mini SUVs expected to be sold

10 major models
Not counting the BMWs, Audis, Mercs and other luxury brands

2018

2016
The year when the big guns - Maruti, Hyundai and Mahindra fire

read the full story online at www.indiaautoreport.com



knowledge by EMMAAA